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INsite: introduction to a generic paradigm for interpreting user-Web space interaction

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Authors [Adil Faisal](#)
[Cyrus Shahabi](#)
[Margaret McLaughlin](#)
[Frederick Betz](#)

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↑ ABSTRACT

INsite is a heuristic-based implementation to provide consistent tracking, analysis and visualization of users' interactions with a generic web site. Our research has immediate applicability in such disparate fields as Business, E-commerce, Distance Education, Entertainment and Management for capturing individual and collective profiles of customers, learners and employees. INsite can identify trends and changes in user(s) behavior (interests) by monitoring their online interactions. It has a three-tier architecture for tracking, analysis and visualization. First, a remote agent transparently tracks user-navigation-paths within a site. Second, a unique Connectivity Matrix (CM) Model (a set of Connectivity Matrices) represents each path (and cluster of paths). Third, the user-web site interaction, thus translated to a finite number of CM-Models, is readily visualized by graphically representing the member matrices of the models. Each member matrix of a representative CM-Model captures a single navigational attribute. Our dimensionally static approach to path and cluster representation by the Connectivity Matrices can reduce the complexity of analysis by several orders. Consequently, we employ a new paradigm for dynamic clustering that leverages on the unique CM-Model of representation.

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↑ INDEX TERMS

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Frederick Betz: Adil Faisal
Margaret
McLaughlin
Cyrus Shahabi

Adil Faisal: Frederick Betz
Jabed Faruque
Farnoush Banaei
Kashani
Margaret
McLaughlin
Cyrus Shahabi

Margaret
McLaughlin: Frederick Betz
Cheryl Chase
Adil Faisal
Andrew Glassner
Jacob Parks
Wei Peng
Sheizaf Rafaeli
Cyrus Shahabi
Marc Smith
Fay Sudweeks

Gaurav Sukhatme
Mary B. Williamson
Weirong Zhu

<u>Cyrus Shahabi</u> : <u>Jafar Adibi</u>	<u>Ali Esmail Dashti</u>	<u>Mohammad R.</u>	<u>Cheng-Hai Tan</u>
<u>Mohammad</u>	<u>Shu-Yuen Didi Yao</u>	<u>Kolahdouzan</u>	<u>Snehal Thakkar</u>
<u>Alshayaji</u>	<u>Jacob Eisenstein</u>	<u>Margaret</u>	<u>Xiaoming Tian</u>
<u>Mohammad H.</u>	<u>Adil Faisal</u>	<u>McLaughlin</u>	<u>Shimeng Wang</u>
<u>Alshayaji</u>	<u>Jabed Faruque</u>	<u>Dennis McLeod</u>	<u>Donghui Yan</u>
<u>Mohammad Hamad</u>	<u>Kun Fu</u>	<u>Steven Minton</u>	<u>Didi Yao</u>
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